

Inventor: Boncyk, Wayne et al
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Attorney Dkt. No. 101044.0001US1

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Examiner: Ishrat Sherahi

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1-30 (Canceled)

31. (currently amended) A system comprising:

a camera that captures an image;

a telephony device programmed to transmit at least a portion of the image to a distal service;

the service programmed to receive the image, identify an object within the image;

distinguish the object from others using a database that stores image

characteristics of target objects including diverse types of target objects; associate

the object with an information address; and return the address to the telephony device; and

the telephony device further programmed to utilize the address to retrieve an item of information related to the object.

32. (previously presented) The system of claim 31, wherein the telephony device comprises a hand-held computer.

33. (previously presented) The system of claim 32, wherein the telephony device comprises a cell-phone.

34. (currently amended) The system of claim 31, wherein the service is further programmed to identify the object by applying multiple algorithms to the image, and identify the object image as a function of a confidence levels associated with results of the multiple algorithms.

35. (previously presented) The system of claim 31, wherein the service is further programmed to receive from the telephony device a second image containing the object, and to further identify the object as a function of data contained in both images.

36. (previously presented) The system of claim 31, wherein the object is not encoded with any data.

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